



Our Strategic and Development Plan

Our members are our greatest asset

We provide, at club and state level, an environment which encourages all adults, regardless of ability, to swim regularly and compete if they wish, in order to promote fitness and improve their general well-being.

Our members are kept informed and engaged **(STP4)**

Complete and in implementation

Our events are promoted nationally and internationally and we create public awareness and support for masters swimming

Dependent on SMTP3, MTP3, 4

Our members' enjoyment of their swimming is enhanced by quality coaching providing them with great aquatic skills **(STP3)**

For approval and implementation in 2017

Our competition events are managed and supported by qualified officials **(STP2)**

Approved and in implementation

Devise a marketing strategy to assist clubs to develop and grow, and retain and recruit new members especially in the younger age groups and in regional areas **(STP1)**

For development and implementation in

2017 incorporating Swim into Spring;

Dependent on SMTP3, MTP3, LTP3

Short to medium term priority (SMTP) (2016-2017)

SMTP1 - Office holders to document procedures for their respective responsibilities (covering Branch policies and procedures)

Roles and responsibilities published

SMTP2 - The Branch committee to develop a succession strategy (including committee membership and technical officials)

SMTP3 - Prepare a marketing package for use in seeking to secure sponsorship and government funding and support.

In process – Contribution to Community project

Medium term priority (MTP) (2016 -2017)

MTP1 - Design a swimming technical education program to increase the knowledge and skills of swimmers

MTP2 - Design a brand identity for MST for use in communication, publications, uniforms and recognition

In process – branding scheme developed (publications & recognition)

MTP3 - Develop an external communication strategy that reaches out to the wider community

links to SMTP3

MTP4 - Investigate the current effectiveness of the MST competition schedule and swimming event programs.

Long term priority (LTP) (2016-2018)

LTP1 - Design and implement a strategy to honor and recognise our champions in areas of participation, contribution and competition

LTP2 - Undertake a review of the Branch constitution. Constitution re-published

LTP3 - Develop a set of minimum club operating standards.